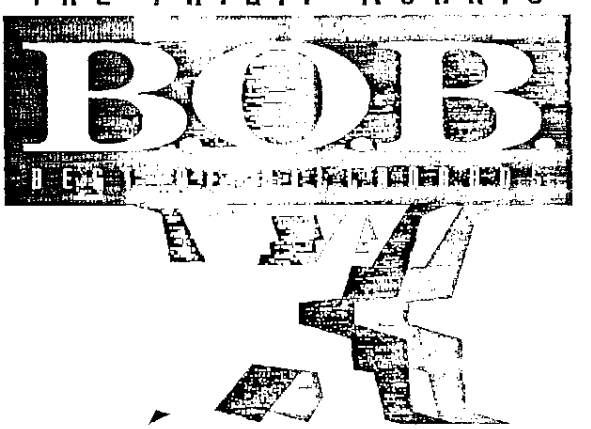
INTRODUCING

THE PHILIP MORRIS



AWARDS

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1995 OFFICIAL HANDBOOK

Source: https://www.industrydocuments.ucsf.edu/docs/fqpm0004

Source: https://www.industrydocuments.ucsf.edu/docs/fqpm0004

The Best of Billboards Awards ("BOB" for short) is an exciting awards competition designed to reward those outdoor plants that set the industry standard for superior leadership, innovation, execution and customer service.

As one of the world's strongest believers in the power of Outdoor Advertising, Philip Morris is proud to take our commitment to your industry one giant step forward with the introduction of this great new program. We believe it will forge an even stronger spirit of teamwork between our company and the outdoor advertising community.

We also look forward to recognizing those companies that exhibit the kind of no-holds-barred work ethic and positive attitude that's key to success in today's competitive business environment. And, in addition to honoring outstanding outdoor plants, we're also excited to reward the individual achievements of each and every worker that gets the job done right...day in and day out.

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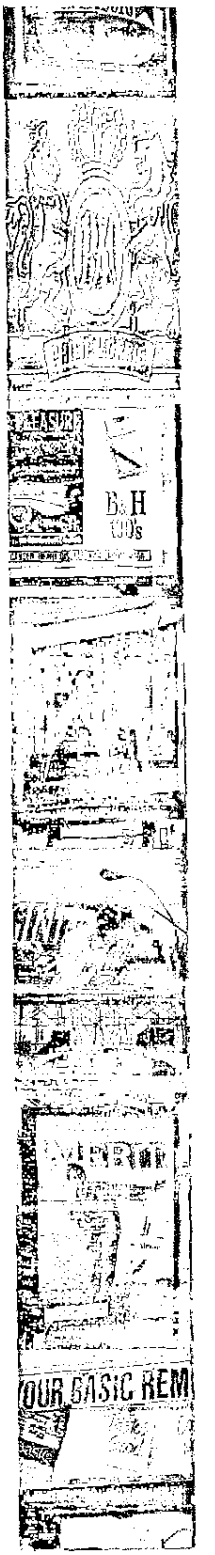

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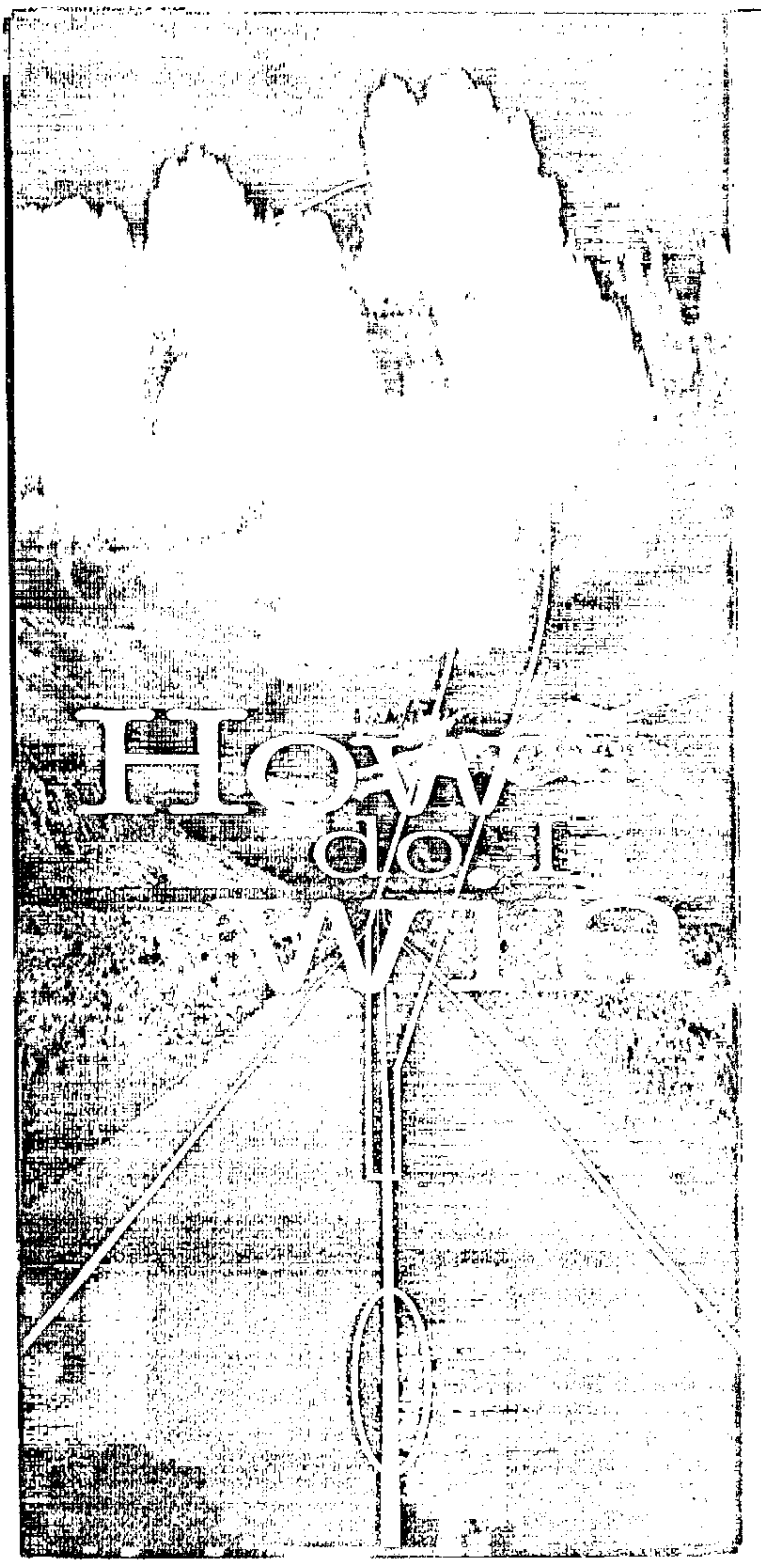

Every year, a panel of judges from Philip Morris and its advertising agencies will present "BOB" Awards to those outdoor plants that best meet or exceed the criteria outlined in this brochure. All plants that do business with Philip Morris will be evaluated equally, regardless of their size or amount of billings. However, to be awarded a "BOB", a plant must be a member of the Traffic Audit Bureau and must excel in three distinct categories:

Operations
Communication
Business-Building Innovations

This wide scope of categories definitely makes winning a "BOB" a group effort, with everyone from Bill Posters to General Managers to Front Office Personnel getting into the act. So whether it's repairing billboards or researching new illumination techniques, each individual's on-the-job performance helps drive their plant's success. And, to keep everyone informed of their plant's progress, we'll be sending an exciting "BOB" newsletter as well as some special surprises throughout the year. It's all part of the road to winning a "BOB".

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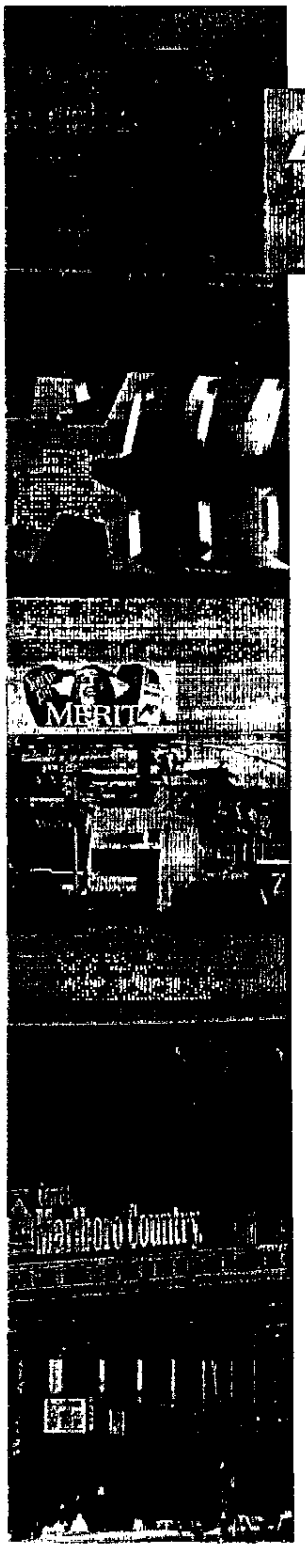
OPEN HERE FOR A COMPLETE LISTING OF THE "BOB" AWARDS CRITERIA.

Source: https://www.industrydocuments.ucsf.edu/docs/fqpm0004



"BOB" AWARDS CRITERIA

OPERATIONS

This category focuses on the attention to detail and pro-active policies necessary to consistently deliver superior Philip Morris outdoor...from preventing illumination blackouts to repairing a catwalk.

- Reliability of illumination
  - Replacement of bulbs/timers before burnout
  - No partial/full blackouts
- Duration of illumination
  - 1/2 hour prior to sunset until 1:00 AM (at minimum)
  - 5:00 AM until 1/2 hour past sunrise
- Minimal copy/paper problems found during market inspections
  - No flagging and/or vinyl sagging
- Prompt/accurate displaying of copy
  - Copy posted at correct location
  - Copy posted on time
- Avoidance of Line-Of-Sight Problems
  - Competitive Ads
  - Anti-Smoking Ads
- Structural integrity
  - No peeling paint, warped panels, rust, faulty catwalks or skirts
  - Sections/extensions replaced before warping
  - Boards scraped based on local conditions
  - Structure painted regularly
- Boards not obstructed by trees or new construction
  - Trees trimmed before blockage occurs
- Graffiti-free postings
  - Structure secured against vandals/graffiti artists
- Adoption of and adherence to the OAAA *Plant Operations Guidelines Manual*
- Quality locations for all Philip Morris Outdoor Advertising

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Source: https://www.industrydocuments.ucsf.edu/docs/fqpm0004

COMMUNICATION

To succeed in this category, a plant must demonstrate the ability to effectively communicate with Philip Morris about a variety of subjects...from reporting service problems to bringing attention to potential zoning issues.

- Promptly report any copy/ paper problems
  - Late arrival of copy
  - Late posting of copy
  - Discrepancies between posting instructions and materials
  - Maps and locations of all short term buys 2 weeks in advance
- Alert Philip Morris and/or its advertising agencies to potential/actual service problems
- Promptly report competitive spending data
- Deliver photos of Philip Morris or competitive outdoor advertising upon request
- Report potential legal and/or zoning issues
- Report any potential legislative activity restricting the ability of tobacco advertising within the OOH medium
- Submit newspaper clippings, press releases, etc. on any issues surrounding Out Of Home tobacco advertising

BUSINESS-BUILDING INNOVATIONS

In this final category, plants will be evaluated on their entrepreneurial skills, such as implementing new technologies or helping us to increase our visibility in individual markets.

- Analyze and recommend specific ways to improve Philip Morris' leadership position and presence within your market
  - Inventory dispersion
  - Copy dispersion
  - Market coverage/penetration
  - Upgrades
  - Additions/deletions
  - Identify boards for longer/additional illumination
- Adopt new technologies that will increase the reliability, effectiveness and/or efficiency of outdoor advertising
  - Bar coding
  - New illumination/timing technology
  - Computer Mapping
- Work in conjunction with Philip Morris to protect your right to advertise legal products

THE PHILIP MORRIS BOB AWARDS

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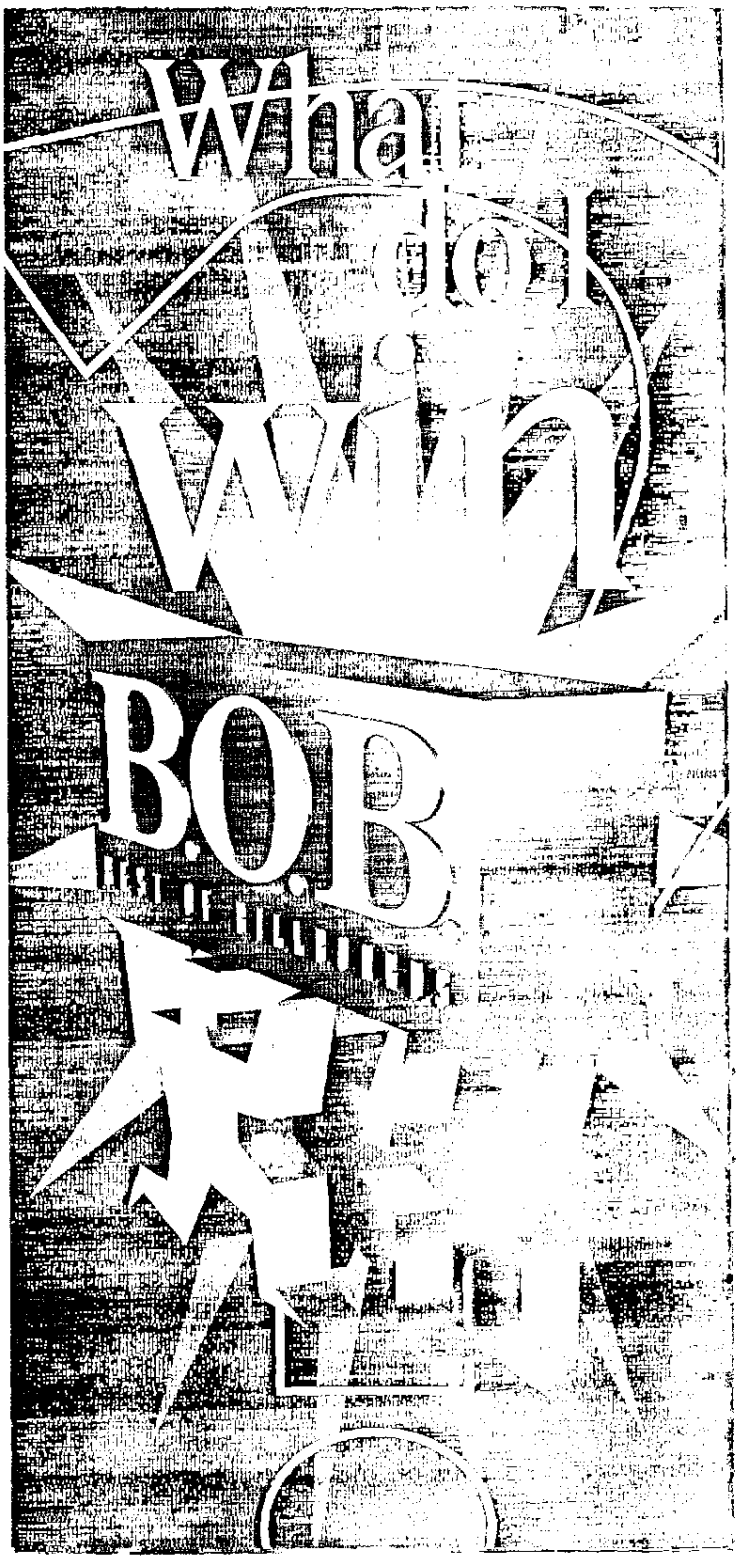
Source: https://www.industrydocuments.ucsf.edu/docs/fqpm0004



Winning a "BOB" means prestige, national recognition and the satisfaction of a job well done. At a formal awards ceremony in early 1996, our 1995 winning plants will receive an impressive "BOB" Trophy as a symbol of an outstanding year's work.

When a plant is awarded a "BOB", its employees also win. Because, in addition to their plant's industry-wide recognition, each employee will get their own "BOB" brushed suede jacket in appreciation of his or her hard work, superior craftsmanship and continued pursuit of exceptional customer service. And that's definitely something to take pride in.

With rewards like these, it's hard not to get into the competitive spirit. Now's the time to take on a challenge. To strive for excellence. To give a little extra...and get the recognition you deserve.

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PHILIP MORRIS

Source: https://www.industrydocuments.ucsf.edu/docs/fqpm0004

the job.

a "BOB".

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